

GENERAL PLAN AMENDMENT

Case # 62-PA-03 B

Northeast of the Northeast Corner of 98th Street & McDowell Mountain Ranch Road

1. GENERAL PLAN AMENDMENT CHECKLIST
2. APPLICATION FORM
3. GENERAL PLAN AMENDMENT APPLICATION FEE (57% of Rezoning Fee)
4. GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM (Neighborhood Involvement Program)
 - A. Neighborhood Involvement Packet (**Attachment A**)
 - B. Contact List received a letter mailed April 22, 2004 (**Attachment B** – letter and mailing list). This list includes property owners within 750', HOA's representing property within 750', residents of adjacent properties where potentially occupied by other that owners, and the interested parties identified by the City. A map showing properties contacted is provided as **Attachment C**) and Affidavit of Mailing is provided as **Attachment D**.
 - C. Sign Posting was accomplished on April 22, 2004 (**Attachment E** – Affidavit of Posting)
5. CONTEXT GRAPHICS, PLANS & PHOTOGRAPHS THAT SHOW THE RELATIONSHIP OF PROPOSAL TO THE SURROUNDING PROPERTIES
6. ADDITIONAL CONTEXT GRAPHICS/TABLES
7. NARRATIVE RESPONDING TO HOW THE GENERAL PLAN AMENDMENT PROPOSAL FURTHERS THE GOALS OF EACH OF THE GENERAL PLAN GUIDING PRINCIPLES

The General Plan Amendment proposal achieves the intent of the CityShape 2020 Guiding Principles. The proposal addresses the **preservation of meaningful open space** through the proposed use of the site for low density, residentially scaled office uses. This use will be able to accommodate generous setbacks from the Old Verde Canal that will contribute to the sense of openness that is found in the general area.

The proposed use is capable of **enhancing the existing neighborhoods** to the north to the extent that it will establish uses that are viable and stable for many years into the future. The proposed use will respect the character of the adjacent neighborhood in scale and design. The Old Verde Canal berm will become a visual buffer between the minor office use and the residential uses to the north in Horseman's Park.

Future office uses will **support Scottsdale's economic vitality** by providing services that support both residential and other business uses in the area. They can also reduce the demand for long-distance commuting and provide a balance of uses in this part of the community.

The proposal seeks to **support community sustainability** by contributing to travel reduction and by adding to the balance of uses in the area.

The ability of the site's re-use to **value Scottsdale's unique lifestyle and character** will be borne out in the sensitivity of project development through building design, building materials, site landscaping, and site access solutions.

CityShape 2020 guiding principle of **advancing transportation** is proposed to be met through this General Plan amendment process and a future rezoning. The applicant is proposing a land use that works well within the single-family residential neighborhood context. The creation of an office use transition is also a land use pattern that encourages shorter and fewer automobile trips and greater mobility choices for residents who live nearby and wish to access office employment opportunities and local services.

The proposed land use designation, together with land south of the Old Verde Canal, creates a land use transition from McDowell Mountain Ranch Road north to the existing residentially developed and zoned land. This road is a 4 lane minor arterial at Thompson Peak Parkway and is the third entrance to Westworld. Depending on the nature of an event at Westworld, this alternative entrance may become a carrier of significant vehicular traffic.

8. ANALYSIS*

- a. 2.9 acres are proposed to be changed from a "Suburban Neighborhoods" General Plan land use designation to an "Office (minor)" General Plan land use designation
- b. the estimated decrease in population this proposed General Plan amendment will create is 24
- c. The estimated decrease in elementary, middle, and high school age children this proposed General Plan amendment will create is 5

- d. The estimated increase this proposed General Plan change will have on water use per year will be 6 acre feet/year
- e. The estimated increase this proposed General Plan change will have on wastewater generation per year will be 6 acre feet/year
- f. The estimated increase this proposed General Plan change will have on solid waste generation per year will be 19 tons
- g. The estimated increase this General Plan change will have on vehicle trips per day is 295
- h. The estimated increase in the number of employees this proposed General Plan change will result in is 61

* Source: City of Scottsdale Land Use Impact electronic spreadsheet

9. PROVIDE DISCUSSION AND ANALYSIS OF ANY CHANGES TO THE APPROVED PLANS, GOALS, AND/OR POLICIES CONTAINED IN EACH GENERAL PLAN ELEMENT THAT THE PROPOSED AMENDMENT WOULD MAKE (LIST EACH ELEMENT AND DISCUSS THE APPLICABLE PLANS AND POLICIES WITHIN EACH ELEMENT AS IT RELATES TO THE PROPOSED GENERAL PLAN AMENDMENT)

LAND USE ELEMENT

POLICY: locate employment uses where impact on residential neighborhoods are limited and access is available at city-wide and regional levels

DISCUSSION: This land use alternative will provide the neighborhood to the north with a meaningful buffer from McDowell Mountain Ranch Road that serves as alternative access to Westworld. Impacts on the neighborhood will be addressed through building design, building materials, site landscaping, site access, and the physical barrier of the Old Verde Canal berm.

POLICY: encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available

DISCUSSION: The proposed office development is intended to be an appropriate transition from the Westworld to the developing and future residential uses immediately north of the subject property. These projects

become visual and to some extent audio screens from the activity and noise emanating from Westworld events.

POLICY: provide a balance of live work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling, and transit) where environmentally and physically feasible

DISCUSSION: The proposed office project will create employment opportunities and will offer services to the immediate neighborhood that may be able to take advantage of non-automotive trips.

POLICY: The General Plan "Office" designation includes the concept of a minor office use. This is an office use that has a residential scale and character. It, by definition, has low to moderate traffic volumes. These office uses are generally one-story structures with at-grade parking. Strict development and landscape requirements are intended to protect adjacent residential uses

DISCUSSION: The applicant proposes a residentially-scaled office development consistent with the residential neighborhood to the north. The proposed zoning (S-R) will ensure that the single story structures with at grade parking.

CHARACTER AND DESIGN ELEMENT

POLICY: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

DISCUSSION: It is anticipated that this project will be developed with the Suburban desert character per the Character Types Map.

POLICY: encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings

DISCUSSION: This is an important site planning and project amenity consideration that will be addressed in the development of this project.

PRESERVATION AND ENVIRONMENTAL PLANNING ELEMENT

POLICY: Promote ... the use of non-auto related travel to reduce traffic congestion, energy consumption and air pollution

DISCUSSION: The use of the site for professional office uses can provide employment opportunities for residents who reside within the adjacent neighborhood. Additionally, the services provided by prospective tenants may meet the needs of nearby residents who can access the site without the use of the personal automobile.

COMMUNITY INVOLVEMENT ELEMENT

POLICY: Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement

DISCUSSION: The **GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM** identifies the community involvement required to ensure that interested parties are fully informed about the proposal and have meaningful opportunities to provide input as to concerns and interests.

ECONOMIC VITALITY ELEMENT

POLICY: Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods

DISCUSSION: The development of the site for office uses, compatible with the adjacent single-family residential neighborhood to the north, is an ideal choice for the site given its proximity to the activities of Westworld. The ability of the proposed project to buffer the existing neighborhood from Westworld and McDowell Mountain Ranch Road is expected to be a stabilizing factor for the existing neighborhood.

HOUSING ELEMENT

POLICY: Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe, and attractive place

DISCUSSION: The ability of the proposed project to buffer the existing neighborhood from Westworld and McDowell Mountain Ranch Road is expected to be a stabilizing factor for the existing neighborhood.

NEIGHBORHOODS ELEMENT

POLICY: Guide infill (new development in an established area) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods

DISCUSSION: This proposed project is context appropriate for its location, given its proximity to McDowell Mountain Ranch Road and the activities of Westworld.

10. DISCUSSION OF HOW THE PROPOSED AMENDMENT CONTRIBUTES TO ACHIEVING THE CITY'S GOALS REGARDING SCENIC CORRIDORS, VISTA CORRIDORS, CHARACTER AREA PLANS, NEIGHBORHOOD PLANS, HOUSING DIVERSITY, ECONOMIC DIVERSITY, AND TRANSPORTATION ACCESSIBILITY AND MODES OTHER THAN AUTOMOBILE TRAFFIC

The subject property is within the McDowell Mountain Ranch Character Area. This character area located east of the McDowell Mountains, west of the Central Arizona Project dike and extends from Taliesin northward to Union Hills Road. The McDowell Mountain Ranch master planned community occupies most of the area, although there are a number of parcels, such as the subject property, at the south and west edges.

Although the character area plan is yet to be developed, a brief area summary describes the natural terrain as an area with many large washes and heavily planted floodplains. The developed setting today has dominant elements expressed through the use of deep browns and grays for building walls and roofs, stonework and heavily textured surfaces, frequent use of metalwork in fencing and building details, and a strong dominance of native plants in the landscaping of public areas and visible areas.

It will be critical for the proposed office use of the subject property to create a compatible expression of character through the use of commonly used materials and colors, along with lush native vegetation

The subject property is adjacent to the "Old Verde Canal dike". This corridor is proposed to be maintained as a trail corridor.

11. DESCRIBE THE KEY ISSUES THAT HAVE BEEN IDENTIFIED BY THE SURROUNDING NEIGHBORHOODS THROUGH THE PUBLIC INVOLVEMENT PROGRAM

To date, the public involvement program to initiate this General Plan amendment process has been focused on written notification to: (1) property owners within 750 ft. of the subject property (via first class letter); (2) Homeowners Associations; (3) adjacent residents if not property owners; (4) other interested parties; and (5) Early Consideration Site Posting.

It is anticipated that property owners and residents will have an expectation that the subject property be developed with sensitivity to the existing character of the residential development in the McDowell Mountain Ranch area and the lush upper Sonoran Desert.

These issues and others that may come up in the public involvement process associated with this case will be addressed in an addendum to the Neighborhood Involvement Report documenting the neighborhood open house meeting and other interested party contacts resulting from site posting and written notification.

Existing General Plan Land Use Map

Total Acreage:
2.9 Acres being changed
from suburban
neighborhoods to office



Proposed General Plan Land Use Map

Legend

- Suburban Neighborhoods
- Urban Neighborhoods
- Office
- Cultural/Institutional or Public Use
- Commercial
- Developed Open Space
- Natural Open Space



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Landscape Design
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**General Plan Amendment for the Northeast Corner
of McDowell Mountain Ranch Road & 98th Street**
Scottsdale, Arizona

SCALE:
N.T.S.

NORTH



Date: 4/14/04
Sub. No.: 0429
Drawn: DUA
Revised:

PRELIMINARY NOT FOR CONSTRUCTION
APPROVED FOR SCOTTSDALE GENERAL PLAN

